



**LAMPIRAN 1**  
**KUESIONER PENELITIAN**

## Kuesioner Penelitian

### A. Penyaringan Pertanyaan (Screening Question)

1. Apakah anda pengguna Skincare Ms Glow di Ponorogo?
  - a. Ya (Silahkan lanjutkan ke pertanyaan berikutnya)
  - b. Tidak (Pengisian kuesioner berakhir sampai disini)

### B. Identitas Responden

1. Nama Responden.....
2. Jenis Kelamin
  - a. Perempuan
  - b. Laki-laki
3. Usia
  - a. < 20 tahun
  - b. 20-30 tahun
  - c. 31-40 tahun
  - d. >40 tahun
4. Pekerjaan
  - a. Pegawai negeri
  - b. Karyawan Swasta
  - c. Mahasiswa
  - d. Lain-lain

### C. Petunjuk Pengisian

Silahkan memberi tanda chekmark pada kolom yang sesuai penilaian anda.

Tidak ada jawaban benar atau salah. Pemilihan kolom mencerminkan penilaian

Anda dengan kriteria sebagai berikut.

Keterangan :

SS : Sangat Setuju

TS : Tidak Setuju

S : Setuju

STS : Sangat Tidak Setuju

KS : Kurang Setuju

## 1. Budaya

No	Pertanyaan	Respon				
		STS	TS	KS	S	SS
1.	Saya sudah terbiasa mendengar orang membicarakan tentang kualitas produk Skincare Ms Glow					
2.	Saya membeli Skincare Ms Glow karena sering mendengar testimoni yang positif dari pemakaian Skincare Ms Glow					
3.	Saya membeli produk Skincare Ms Glow karena keluarga atau teman juga menggunakan produk Skincare Ms Glow					
4.	Saya merasa lebih bergengsi apabila menggunakan skincare Ms Glow					
5.	Memakai skincare Ms Glow adalah trend lalu saya ikut-ikutan					

## 2. Gaya Hidup

No	Pertanyaan	Respon				
		STS	TS	KS	S	SS
1.	Saya berbelanja Skincare Ms Glow karena produknya lengkap					
2.	Skincare Ms Glow merupakan skincare trend masa kini					
3.	Saya tertarik untuk membeli Skincare Ms Glow					
4.	Saya mencari tahu berbagai informasi mengenai Skincare Ms Glow di sosial media					
5.	Menurut saya, memilih untuk membeli Skincare Ms Glow karena kualitas produknya					

### 3. Word Of Mouth

	Pertanyaan	Respon				
		STS	TS	KS	S	SS
1.	Saya memperoleh motivasi dari teman / keluarga yang sudah pernah membeli Skincare Ms Glow					
2.	Teman / keluarga membuat saya terdorong untuk melakukan pembelian Skincare Ms Glow					
3.	Saya memperoleh rekomendasi mengenai Skincare Ms Glow dari teman / keluarga yang sudah pernah membeli Skincare Ms Glow					
4.	Saya percaya terhadap kerabat/ teman/ keluarga yang membicarakan tentang Skincare Ms Glow					
5.	Terdapat informasi Skincare Ms Glow yang membuat saya percaya untuk melakukan pembelian					



#### 4. Keputusan Pembelian

No	Pertanyaan	Respon				
		STS	TS	KS	S	SS
1.	Saya membeli Skincare Ms Glow sesuai dengan kebutuhan perawatan saya					
2.	Saya mengetahui informasi mengenai Skincare Ms Glow dari keluarga, teman atau tetangga yang pernah membeli Skincare Ms Glow					
3.	Memilih Skincare Ms Glow merupakan alternative untuk memenuhi kebutuhan saya					
4.	Saya membeli Skincare Ms Glow karena kualitas produk yang bagus					
5.	Saya membeli Skincare Ms Glow karena mereknya yang lagi terkenal					



**LAMPIRAN 2**

**REKAPITULASI JAWABAN RESPONDEN**

### Variabel Budaya

No	BUDAYA					TOTAL X1
	X1.1	X1.2	X1.3	X1.4	X1.5	
1	5	5	5	5	4	24
2	3	4	4	4	5	20
3	4	3	4	4	3	18
4	4	4	4	3	3	18
5	2	3	2	2	2	11
6	4	4	3	3	4	18
7	5	5	4	5	5	24
8	3	4	5	4	4	20
9	4	3	3	5	5	20
10	3	3	4	3	4	17
11	4	5	5	3	3	20
12	2	4	4	4	5	19
13	3	3	2	3	3	14
14	3	4	3	4	2	16
15	3	3	4	5	4	19
16	2	4	3	4	5	18
17	3	2	5	5	4	19
18	2	3	4	3	5	17
19	2	3	4	4	4	17
20	4	4	5	3	4	20
21	5	3	4	4	5	21
22	4	4	4	2	4	18
23	5	5	5	5	5	25
24	5	4	4	2	4	19
25	5	5	3	5	5	23
26	4	4	2	3	4	17
27	5	2	4	2	5	18
28	5	4	4	4	2	19
29	4	4	4	5	5	22
30	4	3	4	5	3	19
31	4	4	4	4	2	18
32	2	2	2	2	2	10
33	5	4	4	5	5	23
34	5	4	2	5	2	18
35	5	5	4	5	4	23
36	4	4	4	4	2	18



37	3	3	2	3	4	15
38	3	4	5	4	4	20
39	4	4	4	4	2	18
40	4	4	4	4	3	19
41	3	4	3	4	4	18
42	4	2	5	4	3	18
43	5	4	5	4	5	23
44	4	4	4	5	3	20
45	3	3	3	4	3	16
46	4	4	5	3	3	19
47	4	4	4	4	5	21
48	2	3	2	3	3	13
49	4	5	3	5	4	21
50	2	2	3	2	2	11
51	3	4	3	4	4	18
52	5	5	5	5	5	25
53	5	5	5	5	5	25
54	3	5	4	5	4	21
55	2	5	5	4	2	18
56	4	4	4	5	4	21
57	5	5	5	4	5	24
58	4	5	5	4	5	23
59	3	2	2	2	3	12
60	3	5	5	4	4	21
61	4	4	2	4	5	19
62	4	4	3	4	4	19
63	5	5	5	5	5	25
64	3	3	3	2	2	13
65	4	5	5	4	4	22
66	4	4	4	5	4	21
67	5	5	5	5	4	24
68	3	4	3	3	3	16
69	4	5	4	3	3	19
70	3	4	3	2	4	16
71	4	4	4	4	4	20
72	4	5	3	5	4	21
73	5	5	5	2	4	21
74	4	3	3	3	3	16
75	2	3	3	4	4	16
76	5	2	4	2	4	17
77	4	4	3	4	3	18
78	5	5	3	3	5	21

79	4	4	3	4	4	19
80	2	3	2	3	5	15
81	4	3	2	2	4	15
82	2	3	4	4	3	16
83	4	2	3	4	4	17
84	5	5	5	2	5	22
85	5	5	5	4	5	24
86	2	5	5	2	5	19
87	5	5	4	5	4	23
88	5	4	5	3	3	20
89	5	2	2	2	2	13
90	3	2	3	3	3	14
91	5	2	3	3	2	15
92	2	3	2	3	2	12
93	2	2	5	5	3	17
94	3	3	2	4	4	16
95	5	3	3	4	3	18
96	4	4	4	3	4	19
97	4	3	5	5	4	21
98	4	5	4	5	4	22
99	5	5	5	4	4	23
100	3	3	4	4	4	18

### Variabel Gaya Hidup

No	GAYA HIDUP					TOTAL X2
	X2.1	X2.2	X2.3	X2.4	X2.5	
1	5	4	5	4	4	22
2	3	5	5	5	3	21
3	5	4	3	3	4	19
4	3	4	5	4	5	21
5	3	3	3	3	3	15
6	2	4	4	3	3	16
7	5	4	5	5	5	24
8	1	4	3	4	5	17
9	3	5	4	3	4	19
10	2	4	4	3	3	16
11	3	5	1	5	3	17
12	3	5	3	4	1	16
13	3	1	4	4	3	15
14	2	4	3	3	4	16
15	2	3	4	3	3	15
16	2	4	4	1	4	15
17	5	5	5	5	5	25
18	3	4	4	4	4	19
19	1	1	3	4	3	12
20	2	5	1	5	4	17
21	2	4	3	3	3	15
22	2	5	3	4	4	18
23	5	5	5	5	1	21
24	2	4	4	1	4	15
25	5	5	5	3	5	23
26	5	4	4	3	3	19
27	2	4	3	4	4	17
28	2	4	3	4	3	16
29	3	5	5	2	4	19
30	3	4	3	2	3	15
31	4	4	2	4	3	17
32	2	2	2	3	2	11
33	4	4	4	5	4	21
34	4	5	2	5	5	21
35	5	5	5	5	5	25
36	4	4	4	4	4	20

37	3	3	2	3	2	13
38	4	5	4	3	5	21
39	4	4	4	4	4	20
40	3	4	3	3	5	18
41	3	4	4	3	4	18
42	4	3	2	4	3	16
43	4	5	4	4	4	21
44	4	4	4	5	3	20
45	3	3	3	3	3	15
46	4	4	4	3	3	18
47	4	4	4	4	4	20
48	2	3	2	3	2	12
49	5	4	4	4	4	21
50	3	4	3	2	3	15
51	4	5	5	5	5	24
52	5	3	5	5	5	23
53	4	5	5	5	5	24
54	5	3	5	5	5	23
55	4	3	4	4	4	19
56	4	5	4	5	4	22
57	5	5	5	5	5	25
58	5	4	4	5	5	23
59	3	2	2	2	2	11
60	4	3	5	4	4	20
61	4	4	3	3	4	18
62	5	4	3	4	4	20
63	5	5	5	5	5	25
64	3	3	2	5	3	16
65	4	2	4	4	4	18
66	4	3	4	2	5	18
67	5	5	5	4	4	23
68	3	3	3	2	2	13
69	4	4	4	4	4	20
70	3	3	3	3	4	16
71	4	5	4	4	2	19
72	4	3	4	5	4	20
73	3	5	5	4	4	21
74	3	3	3	3	3	15
75	4	3	2	4	4	17
76	4	2	4	2	2	14
77	4	4	4	4	4	20
78	5	5	5	5	2	22

79	4	3	4	4	4	19
80	5	2	5	5	5	22
81	4	5	5	4	5	23
82	4	4	4	2	2	16
83	4	2	4	4	4	18
84	5	2	5	5	5	22
85	5	5	5	5	5	25
86	5	5	5	5	5	25
87	5	2	5	5	5	22
88	4	4	4	4	2	18
89	2	3	3	3	4	15
90	3	3	3	3	3	15
91	3	3	3	3	4	16
92	4	4	4	4	3	19
93	4	2	5	2	3	16
94	3	3	5	4	3	18
95	3	3	3	3	3	15
96	4	2	2	5	5	18
97	5	3	5	5	5	23
98	5	4	5	4	2	20
99	5	4	4	2	4	19
100	4	2	2	2	2	12



### Variabel Word Of Mouth

No	WORD OF MOUTH					TOTAL 32
	X3.1	X3.2	X3.3	X3.4	X3.5	
1	3	4	4	5	4	20
2	3	5	5	4	2	19
3	3	3	3	3	5	17
4	5	5	5	5	2	22
5	3	3	3	3	3	15
6	4	4	4	3	5	20
7	5	5	5	5	5	25
8	5	4	5	4	3	21
9	3	2	3	3	3	14
10	5	4	3	5	1	18
11	3	3	1	2	3	12
12	3	2	3	5	4	17
13	1	4	4	4	3	16
14	5	5	5	5	3	23
15	2	3	2	3	5	15
16	3	2	4	5	3	17
17	5	4	3	1	5	18
18	3	2	4	2	3	14
19	4	1	4	3	3	15
20	2	3	3	3	2	13
21	2	3	2	2	5	14
22	5	4	3	2	1	15
23	5	5	5	5	5	25
24	3	3	3	3	5	17
25	1	1	5	1	5	13
26	4	5	1	5	3	18
27	5	5	3	4	5	22
28	4	4	4	4	4	20
29	5	5	3	3	4	20
30	5	4	3	3	3	18
31	4	4	4	4	4	20
32	4	2	2	2	2	12
33	5	4	3	4	4	20
34	2	4	2	4	4	16
35	4	5	4	5	5	23
36	4	4	4	4	4	20

37	3	2	2	2	2	11
38	5	4	4	4	4	21
39	4	4	5	4	5	22
40	5	4	4	3	3	19
41	3	4	3	3	4	17
42	4	4	4	3	3	18
43	4	4	5	4	4	21
44	5	4	4	4	4	21
45	3	3	3	3	3	15
46	4	4	4	4	4	20
47	4	4	5	4	4	21
48	2	2	2	2	3	11
49	4	4	4	4	4	20
50	3	3	2	3	3	14
51	4	5	4	5	4	22
52	5	5	5	5	5	25
53	4	5	4	4	5	22
54	5	5	5	5	4	24
55	4	4	5	4	4	21
56	4	4	5	5	4	22
57	5	5	5	5	5	25
58	4	4	4	4	5	21
59	2	2	2	2	2	10
60	4	4	4	4	4	20
61	3	3	3	3	4	16
62	4	4	4	4	4	20
63	5	5	5	5	5	25
64	3	3	3	3	3	15
65	4	4	5	4	4	21
66	4	4	4	5	4	21
67	4	4	5	4	4	21
68	3	3	3	3	3	15
69	4	4	4	4	4	20
70	3	3	3	2	2	13
71	4	5	4	3	4	20
72	3	3	3	3	4	16
73	4	4	4	4	4	20
74	3	3	3	3	3	15
75	4	4	4	4	5	21
76	4	5	4	5	4	22
77	3	4	4	4	5	20
78	5	5	5	3	4	22

79	4	4	4	4	4	20
80	2	5	2	2	5	16
81	2	2	2	2	2	10
82	4	5	4	4	5	22
83	4	4	4	4	4	20
84	5	5	5	5	5	25
85	5	5	5	5	5	25
86	5	5	5	4	4	23
87	2	5	4	5	5	21
88	4	5	4	4	4	21
89	2	3	4	2	2	13
90	3	3	3	2	2	13
91	3	2	3	4	2	14
92	2	3	4	2	3	14
93	2	3	5	4	3	17
94	2	3	4	2	3	14
95	3	3	3	3	3	15
96	4	2	5	4	5	20
97	3	3	5	3	2	16
98	5	4	4	3	3	19
99	4	3	3	4	3	17
100	4	2	4	4	4	18

### Variabel Keputusan Pembelian

No	KEPUTUSAN PEMBELIAN					TOTAL Y
	Y.1	Y.2	Y.3	Y.4	Y.5	
1	5	5	4	5	3	22
2	4	3	2	2	5	16
3	3	5	3	2	3	16
4	5	5	4	5	2	21
5	3	3	3	3	5	17
6	4	2	2	4	4	16
7	5	5	3	5	5	23
8	5	5	4	2	5	21
9	5	5	3	3	2	18
10	4	4	3	2	5	18
11	3	3	3	3	5	17
12	4	4	4	2	4	18
13	3	2	2	2	4	13
14	3	5	3	3	4	18
15	5	5	4	5	3	22
16	3	4	2	2	4	15
17	4	2	4	5	4	19
18	5	3	2	2	4	16
19	4	5	4	2	5	20
20	3	5	5	4	5	22
21	4	2	5	2	5	18
22	5	4	4	3	4	20
23	5	1	5	5	4	20
24	4	4	4	2	5	19
25	5	5	2	5	5	22
26	4	4	4	3	4	19
27	3	3	2	2	4	14
28	4	4	4	2	4	18
29	3	3	5	2	5	18
30	4	5	5	2	5	21
31	4	4	4	4	4	20
32	2	2	2	2	5	13
33	5	5	5	4	5	24
34	5	2	4	2	2	15
35	5	3	5	5	4	22
36	4	4	4	4	4	20

37	2	2	2	5	2	13
38	5	4	4	4	5	22
39	4	5	5	4	3	21
40	3	4	5	4	3	19
41	4	5	4	5	4	22
42	3	4	3	5	3	18
43	4	5	4	4	3	20
44	5	3	5	4	3	20
45	3	5	4	3	3	18
46	4	4	5	3	3	19
47	3	4	4	4	4	19
48	2	2	5	4	4	17
49	4	4	4	4	5	21
50	2	4	3	3	3	15
51	5	5	5	5	4	24
52	5	5	5	5	4	24
53	5	5	5	5	5	25
54	5	4	4	5	4	22
55	4	5	5	4	4	22
56	3	4	4	4	5	20
57	5	5	5	5	5	25
58	4	3	4	5	5	21
59	2	2	2	2	1	9
60	4	4	4	3	4	19
61	4	3	3	2	3	15
62	4	4	3	4	4	19
63	5	5	5	5	5	25
64	3	5	3	3	2	16
65	5	5	4	4	3	21
66	4	4	4	2	3	17
67	5	4	4	4	4	21
68	3	3	3	3	3	15
69	4	4	4	4	3	19
70	3	3	3	4	2	15
71	3	4	5	3	4	19
72	4	3	4	4	2	17
73	4	4	4	3	4	19
74	3	3	3	4	3	16
75	4	4	4	3	4	19
76	4	5	4	3	4	20
77	4	4	3	1	5	17
78	3	5	4	5	5	22



79	4	4	4	4	4	20
80	5	2	5	5	2	19
81	5	2	4	4	2	17
82	5	4	3	4	5	21
83	4	4	4	4	4	20
84	5	5	5	5	5	25
85	5	5	5	4	4	23
86	5	5	5	5	5	25
87	2	4	5	4	4	19
88	4	4	4	4	4	20
89	2	4	3	3	4	16
90	3	3	3	3	2	14
91	3	4	3	4	2	16
92	4	4	4	4	5	21
93	4	4	3	4	2	17
94	3	3	3	3	3	15
95	3	3	3	3	3	15
96	5	5	5	4	4	23
97	5	3	5	2	3	18
98	2	4	4	2	5	17
99	4	5	5	5	4	23
100	2	4	3	1	4	14



**LAMPIRAN 3**

**DISTRIBUSI JAWABAN RESPONDEN**

**X1 BUDAYA**

		KEBIASAAN	TESTIMONI	TEMAN / KELUARGA	BERGENSI	IKUT-IKUT	X1
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.77	3.79	3.75	3.75	3.76	18.82
Minimum		2	2	2	2	2	10
Maximum		5	5	5	5	5	25
Sum		377	379	375	375	376	1882

**KEBIASAAN (X1.1)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	15	15.0	15.0	15.0
	KS	21	21.0	21.0	36.0
	S	36	36.0	36.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

**TESTIMONI (X1.2)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	12.0	12.0	12.0
	KS	24	24.0	24.0	36.0
	S	37	37.0	37.0	73.0
	SS	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

**TEMAN / KELUARGA (X1.3)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	14.0	14.0	14.0
	KS	24	24.0	24.0	38.0
	S	35	35.0	35.0	73.0
	SS	27	27.0	27.0	100.0

**BERGENSI (X1.4)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	15	15.0	15.0	15.0
	KS	21	21.0	21.0	36.0
	S	38	38.0	38.0	74.0
	SS	26	26.0	26.0	100.0
	Total	100	100.0	100.0	
Valid	Total	100	100.0	100.0	

**IKUT-IKUT (X1.5)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	14.0	14.0	14.0
	KS	21	21.0	21.0	35.0
	S	40	40.0	40.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**BERBELANJA (X2.1)**

BUDAYA					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	1	1.0	1.0	1.0
	11	2	2.0	2.0	3.0
	12	2	2.0	2.0	5.0
	13	3	3.0	3.0	8.0
	14	2	2.0	2.0	10.0
	15	4	4.0	4.0	14.0
	16	8	8.0	8.0	22.0
	17	7	7.0	7.0	29.0
	18	17	17.0	17.0	46.0
	19	14	14.0	14.0	60.0
	20	9	9.0	9.0	69.0
	21	11	11.0	11.0	80.0
	22	4	4.0	4.0	84.0
	23	7	7.0	7.0	91.0
	24	5	5.0	5.0	96.0
	25	4	4.0	4.0	100.0
Total		100	100.0	100.0	

X2 GAYA HIDUP							
		BERBELANJA	TREND	TERTARIK	SOSIAL MEDIA	KUALITAS PRODUK	X2
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.66	3.74	3.78	3.75	3.70	18.63
Minimum		1	1	1	1	1	11
Maximum		5	5	5	5	5	25
Sum		366	374	378	375	370	1863



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	14	14.0	14.0	16.0
	KS	25	25.0	25.0	41.0
	S	34	34.0	34.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**TREND (X2.2)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	11	11.0	11.0	13.0
	KS	24	24.0	24.0	37.0
	S	37	37.0	37.0	74.0
	SS	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

**TERTARIK (X2.3)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	11	11.0	11.0	13.0
	KS	23	23.0	23.0	36.0
	S	35	35.0	35.0	71.0
	SS	29	29.0	29.0	100.0

**SOSIAL MEDIA (X2.4)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	11	11.0	11.0	13.0
	KS	25	25.0	25.0	38.0
	S	34	34.0	34.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	
Valid	Total	100	100.0	100.0	

**KUALITAS PRODUK (X2.5)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	12	12.0	12.0	14.0
	KS	25	25.0	25.0	39.0
	S	36	36.0	36.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**GAYA HIDUP**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	2	2.0	2.0	2.0
	12	3	3.0	3.0	5.0
	13	2	2.0	2.0	7.0
	14	1	1.0	1.0	8.0
	15	13	13.0	13.0	21.0
	16	11	11.0	11.0	32.0
	17	6	6.0	6.0	38.0
	18	11	11.0	11.0	49.0
	19	10	10.0	10.0	59.0
	20	10	10.0	10.0	69.0
	21	9	9.0	9.0	78.0
	22	6	6.0	6.0	84.0
	23	7	7.0	7.0	91.0
	24	3	3.0	3.0	94.0
	25	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

### X3 WORD OF MOUTH

		MOTIVASI	DORONGAN	REKOMENDASI	PERCAYA	INFORMASI	X3
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.67	3.72	3.74	3.60	3.70	18.43
Minimum		1	1	1	1	1	10
Maximum		5	5	5	5	5	25
Sum		367	372	374	360	370	1843

#### MOTIVASI (X3.1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	13	13.0	13.0	15.0
	KS	25	25.0	25.0	40.0
	S	36	36.0	36.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

#### DORONGAN (X3.2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	12	12.0	12.0	14.0
	KS	23	23.0	23.0	37.0
	S	38	38.0	38.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

#### REKOMENDASI (X3.3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	10	10.0	10.0	12.0
	KS	25	25.0	25.0	37.0
	S	38	38.0	38.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**PERCAYA (X3.4)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	15	15.0	15.0	17.0
	KS	25	25.0	25.0	42.0
	S	37	37.0	37.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**INFORMASI (X3.5)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	12	12.0	12.0	14.0
	KS	25	25.0	25.0	39.0
	S	36	36.0	36.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

**WORD OF MOUTH**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	2	2.0	2.0	2.0
	11	2	2.0	2.0	4.0
	12	2	2.0	2.0	6.0
	13	5	5.0	5.0	11.0
	14	7	7.0	7.0	18.0
	15	9	9.0	9.0	27.0
	16	6	6.0	6.0	33.0
	17	7	7.0	7.0	40.0
	18	6	6.0	6.0	46.0
	19	3	3.0	3.0	49.0
	20	18	18.0	18.0	67.0
	21	13	13.0	13.0	80.0
	22	9	9.0	9.0	89.0
	23	3	3.0	3.0	92.0
	24	1	1.0	1.0	93.0
	25	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

**KEPUTUSAN PEMBELIAN (Y)**

		KEBUTUHAN	TEMAN / KELUARGA	ALTERNATIVE	KUALITAS PRODUK	MEREK TERKENAL	Y
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.89	3.89	3.83	3.53	3.82	18.96
Minimum		2	1	2	1	1	9
Maximum		5	5	5	5	5	25
Sum		389	389	383	353	382	1896

**KEBUTUHAN (Y.1)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9.0	9.0	9.0
	KS	24	24.0	24.0	33.0
	S	36	36.0	36.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

**TEMAN / KELUARGA (Y.2)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	11	11.0	11.0	12.0
	KS	18	18.0	18.0	30.0
	S	38	38.0	38.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

**ALTERNATIVE (Y.3)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	10.0	10.0	10.0
	KS	24	24.0	24.0	34.0
	S	39	39.0	39.0	73.0
	SS	27	27.0	27.0	100.0
	Total	100	100.0	100.0	



**KUALITAS PRODUK (Y.4)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	22	22.0	22.0	24.0
	KS	20	20.0	20.0	44.0
	S	33	33.0	33.0	77.0
	SS	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

**MEREK TERKENAL (Y.5)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	12	12.0	12.0	13.0
	KS	20	20.0	20.0	33.0
	S	38	38.0	38.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

**KEPUTUSAN PEMBELIAN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	1	1.0	1.0	1.0
	13	3	3.0	3.0	4.0
	14	3	3.0	3.0	7.0
	15	8	8.0	8.0	15.0
	16	8	8.0	8.0	23.0
	17	9	9.0	9.0	32.0
	18	10	10.0	10.0	42.0
	19	14	14.0	14.0	56.0
	20	12	12.0	12.0	68.0
	21	10	10.0	10.0	78.0
	22	10	10.0	10.0	88.0
	23	4	4.0	4.0	92.0
	24	3	3.0	3.0	95.0
	25	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

**LAMPIRAN 4**  
**UJI VALIDITAS**



### Budaya (X1)

		KEBIASAA N	TESTIMON I	TEMAN / KELUARGA	BERGENGS I	IKUT-IKUT	X1
KEBIASAAN	Pearson	1	.375**	.306**	.208*	.225*	.635**
	Correlation						
	Sig. (2-tailed)		.000	.002	.038	.024	.000
	N	100	100	100	100	100	100
TESTIMONI	Pearson	.375**	1	.438**	.346**	.366**	.750**
	Correlation						
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
TEMAN / KELUARGA	Pearson	.306**	.438**	1	.305**	.295**	.700**
	Correlation						
	Sig. (2-tailed)	.002	.000		.002	.003	.000
	N	100	100	100	100	100	100
BERGENGSI	Pearson	.208*	.346**	.305**	1	.254*	.632**
	Correlation						
	Sig. (2-tailed)	.038	.000	.002		.011	.000
	N	100	100	100	100	100	100
IKUT-IKUT	Pearson	.225*	.366**	.295**	.254*	1	.635**
	Correlation						
	Sig. (2-tailed)	.024	.000	.003	.011		.000
	N	100	100	100	100	100	100
X1	Pearson	.635**	.750**	.700**	.632**	.635**	1
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**GAYA HIDUP (X2)**

		BERBELANJA	TREND	TERTARIK	SOSIAL MEDIA	KUALITAS PRODUK	X2
BERBELANJA	Pearson Correlation	1	.158	.519**	.421**	.308**	.727**
	Sig. (2-tailed)		.117	.000	.000	.002	.000
	N	100	100	100	100	100	100
TREND	Pearson Correlation	.158	1	.236*	.220*	.181	.535**
	Sig. (2-tailed)	.117		.018	.028	.072	.000
	N	100	100	100	100	100	100
TERTARIK	Pearson Correlation	.519**	.236*	1	.262**	.365**	.717**
	Sig. (2-tailed)	.000	.018		.009	.000	.000
	N	100	100	100	100	100	100
SOSIAL MEDIA	Pearson Correlation	.421**	.220*	.262**	1	.366**	.682**
	Sig. (2-tailed)	.000	.028	.009		.000	.000
	N	100	100	100	100	100	100
KUALITAS PRODUK	Pearson Correlation	.308**	.181	.365**	.366**	1	.666**
	Sig. (2-tailed)	.002	.072	.000	.000		.000
	N	100	100	100	100	100	100
X2	Pearson Correlation	.727**	.535**	.717**	.682**	.666**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).



**WORD OF MOUTH (X3)**

		MOTIVASI	DORONGAN	REKOMENDASI	PERCAYA	INFORMASI	X3
MOTIVASI	Pearson Correlation	1	.576**	.415**	.479**	.205*	.733**
	Sig. (2-tailed)		.000	.000	.000	.040	.000
	N	100	100	100	100	100	100
DORONGAN	Pearson Correlation	.576**	1	.393**	.568**	.400**	.804**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
REKOMENDASI	Pearson Correlation	.415**	.393**	1	.503**	.309**	.713**
	Sig. (2-tailed)	.000	.000		.000	.002	.000
	N	100	100	100	100	100	100
PERCAYA	Pearson Correlation	.479**	.568**	.503**	1	.335**	.790**
	Sig. (2-tailed)	.000	.000	.000		.001	.000
	N	100	100	100	100	100	100
INFORMASI	Pearson Correlation	.205*	.400**	.309**	.335**	1	.616**
	Sig. (2-tailed)	.040	.000	.002	.001		.000
	N	100	100	100	100	100	100
X3	Pearson Correlation	.733**	.804**	.713**	.790**	.616**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).



**KEPUTUSAN PEMBELIAN (Y)**

		KEBUTUHAN	TEMAN / KELUARGA	ALTERNATIVE	KUALITAS PRODUK	MEREK TERKENAL	Y
KEBUTUHAN	Pearson Correlation	1	.270**	.395**	.364**	.125	.676**
	Sig. (2-tailed)		.007	.000	.000	.215	.000
	N	100	100	100	100	100	100
TEMAN / KELUARGA	Pearson Correlation	.270**	1	.297**	.210*	.235*	.641**
	Sig. (2-tailed)	.007		.003	.036	.019	.000
	N	100	100	100	100	100	100
ALTERNATIVE	Pearson Correlation	.395**	.297**	1	.359**	.189	.702**
	Sig. (2-tailed)	.000	.003		.000	.060	.000
	N	100	100	100	100	100	100
KUALITAS PRODUK	Pearson Correlation	.364**	.210*	.359**	1	-.030	.632**
	Sig. (2-tailed)	.000	.036	.000		.765	.000
	N	100	100	100	100	100	100
MEREK TERKENAL	Pearson Correlation	.125	.235*	.189	-.030	1	.481**
	Sig. (2-tailed)	.215	.019	.060	.765		.000
	N	100	100	100	100	100	100
Y	Pearson Correlation	.676**	.641**	.702**	.632**	.481**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).







**LAMPIRAN 5**  
**UJI RELIABILITAS**

```

RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=CORR COV
/SUMMARY=TOTAL.

```

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.693	.694	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEBIASAAN	15.05	7.927	.393	.173	.667
TESTIMONI	15.03	7.282	.569	.327	.591
TEMAN / KELUARGA	15.07	7.520	.488	.250	.625
BERGENGSI	15.07	7.985	.392	.163	.667
IKUT-IKUT	15.06	8.017	.403	.173	.662

```

RELIABILITY
/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=CORR COV
/SUMMARY=TOTAL.

```

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.686	.685	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BERBELANJA	14.97	7.888	.523	.358	.599
TREND	14.89	9.372	.272	.086	.705
TERTARIK	14.85	8.008	.512	.333	.604
SOSIAL MEDIA	14.88	8.268	.463	.254	.627
KUALITAS PRODUK	14.93	8.409	.442	.216	.636

```

RELIABILITY
/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=CORR COV
/SUMMARY=TOTAL.

```

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.783	.782	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MOTIVASI	14.76	9.619	.558	.394	.742
DORONGAN	14.71	9.097	.666	.484	.705
REKOMENDASI	14.69	9.893	.537	.312	.749
PERCAYA	14.83	9.173	.642	.433	.713
INFORMASI	14.73	10.563	.397	.200	.793

```

RELIABILITY
/VARIABLES=Y.1 Y.2 Y.3 Y.4 Y.5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=CORR COV
/SUMMARY=TOTAL.

```

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.607	.614	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KEBUTUHAN	15.07	6.833	.453	.233	.506
TEMAN / KELUARGA	15.07	6.914	.386	.154	.539
ALTERNATIVE	15.13	6.700	.493	.254	.487
KUALITAS PRODUK	15.43	6.753	.334	.208	.571
MEREK TERKENAL	15.14	7.940	.178	.090	.644

**LAMPIRAN 6**

**UJI ASUMSI KLASIK (NORMALITAS, HETEROSKEDASTISITAS,  
MULTIKOLINERITAS)**





## UJI NORMALITAS

NPAR TESTS

/K-S (NORMAL) =RES\_1  
/MISSING ANALYSIS.

### NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.11184931
Most Extreme Differences	Absolute	.057
	Positive	.057
	Negative	-.043
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.



## UJI HETEROSKEDASTISITAS

```
COMPUTE RES2=ABS_RES (RES_1) .  
EXECUTE.  
REGRESSION  
  /MISSING LISTWISE  
  /STATISTICS COEFF OUTS R ANOVA  
  /CRITERIA=PIN(.05) POUT(.10)  
  /NOORIGIN  
  /DEPENDENT RES2  
  /METHOD=ENTER X1 X2 X3.
```

## Regression

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.293	.805		2.849	.005
	BUDAYA	.083	.059	.212	1.408	.162
	GAYA HIDUP	-.066	.053	-.176	-1.231	.221
	WOM	-.053	.047	-.152	-1.119	.266

a. Dependent Variable: RES2

## UJI MULTIKOLINERITAS

```
REGRESSION  
  /MISSING LISTWISE  
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL  
  /CRITERIA=PIN(.05) POUT(.10)  
  /NOORIGIN  
  /DEPENDENT Y  
  /METHOD=ENTER X1 X2 X3.
```

### Regression

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.861	1.328		3.661	.000		
	BUDAYA	.194	.097	.206	2.006	.048	.441	2.265
	GAYA HIDUP	.287	.088	.316	3.248	.002	.491	2.036
	WOM	.277	.077	.332	3.577	.001	.540	1.852

a. Dependent Variable: KEPUTUSAN PEMBELIAN





**LAMPIRAN 7**

**UJI ANALISIS REGRESI, UJI , UJI F  
KOEFSIEN DETERMINASI**

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REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2 X3.

```

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	WOM, GAYA HIDUP, BUDAYA <sup>b</sup>		Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 <sup>a</sup>	.554	.540	2.145

a. Predictors: (Constant), WOM, GAYA HIDUP, BUDAYA

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	548.309	3	182.770	39.739	.000 <sup>b</sup>
	Residual	441.531	96	4.599		
	Total	989.840	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), WOM, GAYA HIDUP, BUDAYA

**Coefficients<sup>a</sup>**

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.861	1.328		3.661	.000
	BUDAYA	.194	.097	.206	2.006	.048
	GAYA HIDUP	.287	.088	.316	3.248	.002
	WOM	.277	.077	.332	3.577	.001

a. Dependent Variable: KEPUTUSAN PEMBELIAN







**LAMPIRAN**

**T TABEL, F TABEL, R TABEL**

**TABEL T**

d.f	$t_{0,10}$	$t_{0,05}$	$t_{0,025}$	$t_{0,01}$	$t_{0,005}$	d.f
1	3,078	6,314	12,706	31,821	63, 657	1
2	1,886	2,920	4,303	6,965	9,925	2
3	1,638	2,353	3,182	4,541	5,841	3
4	1,533	2,132	2,776	3,747	4,604	4
5	1,476	2,015	2,571	3,365	4,032	5
6	1,440	1,943	2,447	3,143	3,707	6
7	1,415	1,895	2,365	2,998	3,499	7
8	1,397	1,860	2,306	2,896	3,355	8
9	1,383	1,833	2,262	2,821	3,250	9
10	1,372	1,812	2,228	2,764	3,169	10
11	1,363	1,796	2,201	2,718	3,106	11
12	1,356	1,782	2,179	2,681	3,055	12
13	1,350	1,771	2,160	2,650	3,012	13
14	1,345	1,761	2,145	2,624	2,977	14
15	1,341	1,753	2,131	2,602	2,947	15
16	1,337	1,746	2,120	2,583	2,921	16
17	1,333	1,740	2,110	2,567	2,898	17
18	1,330	1,734	2,101	2,552	2,878	18
19	1,328	1,729	2,093	2,539	2,861	19
20	1,325	1,725	2,086	2,528	2,845	20
21	1,323	1,721	2,080	2,518	2,831	21
22	1,321	1,717	2,074	2,508	2,819	22
23	1,319	1,714	2,069	2,500	2,807	23
24	1,318	1,711	2,064	2,492	2,797	24
25	1,316	1,708	2,060	2,485	2,787	25
26	1,315	1,706	2,056	2,479	2,779	26
27	1,314	1,703	2,052	2,473	2,771	27
28	1,313	1,701	2,048	2,467	2,763	28
29	1,311	1,699	2,045	2,462	2,756	29

30	1,310	1,697	2,042	2,457	2,750	30
31	1,309	1,696	2,040	2,453	2,744	31
32	1,309	1,694	2,037	2,449	2,738	32
33	1,308	1,692	2,035	2,445	2,733	33
34	1,307	1,691	2,032	2,441	2,728	34
35	1,306	1,690	2,030	2,438	2,724	35
36	1,306	1,688	2,028	2,434	2,719	36
37	1,305	1,687	2,026	2,431	2,715	37
38	1,304	1,686	2,024	2,429	2,712	38
39	1,303	1,685	2,023	2,426	2,708	39

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	d.f
40	1,303	1,684	2,021	2,423	2,704	40
41	1,303	1,683	2,020	2,421	2,701	41
42	1,302	1,682	2,018	2,418	2,698	42
43	1,302	1,681	2,017	2,416	2,695	43
44	1,301	1,680	2,015	2,414	2,692	44
45	1,301	1,679	2,014	2,412	2,690	45
46	1,300	1,679	2,013	2,410	2,687	46
47	1,300	1,678	2,012	2,408	2,685	47
48	1,299	1,677	2,011	2,407	2,682	48
49	1,299	1,677	2,010	2,405	2,680	49
50	1,299	1,676	2,009	2,403	2,678	50
51	1,298	1,675	2,008	2,402	2,676	51
52	1,298	1,675	2,007	2,400	2,674	52
53	1,298	1,674	2,006	2,399	2,672	53
54	1,297	1,674	2,005	2,397	2,670	54
55	1,297	1,673	2,004	2,396	2,668	55
56	1,297	1,673	2,003	2,395	2,667	56
57	1,297	1,672	2,002	2,394	2,665	57
58	1,296	1,672	2,002	2,392	2,663	58

59	1,296	1,671	2,001	2,391	2,662	59
60	1,296	1,671	2,000	2,390	2,660	60
61	1,296	1,670	2,000	2,389	2,659	61
62	1,295	1,670	1,999	2,388	2,657	62
63	1,295	1,669	1,998	2,387	2,656	63
64	1,295	1,669	1,998	2,386	2,655	64
65	1,295	1,669	1,997	2,385	2,654	65
66	1,295	1,668	1,997	2,384	2,652	66
67	1,294	1,668	1,996	2,383	2,651	67
68	1,294	1,668	1,995	2,382	2,650	68
69	1,294	1,667	1,995	2,382	2,649	69
70	1,294	1,667	1,994	2,381	2,648	70
71	1,294	1,667	1,994	2,380	2,647	71
72	1,293	1,666	1,993	2,379	2,646	72
73	1,293	1,666	1,993	2,379	2,645	73
74	1,293	1,666	1,993	2,378	2,644	74
75	1,293	1,665	1,992	2,377	2,643	75
76	1,293	1,665	1,992	2,376	2,642	76
77	1,293	1,665	1,991	2,376	2,641	77
78	1,292	1,665	1,991	2,375	2,640	78

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	d.f
79	1,292	1,664	1,990	2,374	2,640	79
80	1,292	1,664	1,990	2,374	2,639	80
81	1,292	1,664	1,990	2,373	2,638	81
82	1,292	1,664	1,989	2,373	2,637	82
83	1,292	1,663	1,989	2,372	2,636	83
84	1,292	1,663	1,989	2,372	2,636	84
85	1,292	1,663	1,988	2,371	2,635	85
86	1,291	1,663	1,988	2,370	2,634	86
87	1,291	1,663	1,988	2,370	2,634	87



88	1,291	1,662	1,987	2,369	2,633	88
89	1,291	1,662	1,987	2,369	2,632	89
90	1,291	1,662	1,987	2,368	2,632	90
91	1,291	1,662	1,986	2,368	2,631	91
92	1,291	1,662	1,986	2,368	2,630	92
93	1,291	1,661	1,986	2,367	2,630	93
94	1,291	1,661	1,986	2,367	2,629	94
95	1,291	1,661	1,985	2,366	2,629	95
96	1,290	1,661	1,985	2,366	2,628	96
97	1,290	1,661	1,985	2,365	2,627	97
98	1,290	1,661	1,984	2,365	2,627	98
99	1,290	1,660	1,984	2,365	2,626	99
Inf.	1,290	1,660	1,984	2,364	2,626	Inf.

Sumber: *Aplikasi Analisis Multivariate Dengan Program SPSS* (Dr. Imam Ghozali)



TABEL F

Titik Persentase Distribusi F untuk Probabilitas = 0,05

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	161	199	216	225	230	234	237	239	241	242	243	244	245	245	246
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40	19.40	19.41	19.42	19.42	19.43
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79	8.76	8.74	8.73	8.71	8.70
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96	5.94	5.91	5.89	5.87	5.86
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74	4.70	4.68	4.66	4.64	4.62
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06	4.03	4.00	3.98	3.96	3.94
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64	3.60	3.57	3.55	3.53	3.51
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35	3.31	3.28	3.26	3.24	3.22
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14	3.10	3.07	3.05	3.03	3.01
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98	2.94	2.91	2.89	2.86	2.85
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85	2.82	2.79	2.76	2.74	2.72
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75	2.72	2.69	2.66	2.64	2.62
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67	2.63	2.60	2.58	2.55	2.53
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60	2.57	2.53	2.51	2.48	2.46
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54	2.51	2.48	2.45	2.42	2.40
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49	2.46	2.42	2.40	2.37	2.35
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45	2.41	2.38	2.35	2.33	2.31
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.37	2.34	2.31	2.29	2.27
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38	2.34	2.31	2.28	2.26	2.23
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35	2.31	2.28	2.25	2.22	2.20
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.28	2.25	2.22	2.20	2.18
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30	2.26	2.23	2.20	2.17	2.15
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27	2.24	2.20	2.18	2.15	2.13
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25	2.22	2.18	2.15	2.13	2.11
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24	2.20	2.16	2.14	2.11	2.09
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.18	2.15	2.12	2.09	2.07
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20	2.17	2.13	2.10	2.08	2.06
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.15	2.12	2.09	2.06	2.04
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18	2.14	2.10	2.08	2.05	2.03
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16	2.13	2.09	2.06	2.04	2.01
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15	2.11	2.08	2.05	2.03	2.00
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14	2.10	2.07	2.04	2.01	1.99
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13	2.09	2.06	2.03	2.00	1.98
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12	2.08	2.05	2.02	1.99	1.97
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11	2.07	2.04	2.01	1.99	1.96
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11	2.07	2.03	2.00	1.98	1.95
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10	2.06	2.02	2.00	1.97	1.95
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09	2.05	2.02	1.99	1.96	1.94
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08	2.04	2.01	1.98	1.95	1.93
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2.04	2.00	1.97	1.95	1.92
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07	2.03	2.00	1.97	1.94	1.92
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06	2.03	1.99	1.96	1.94	1.91
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06	2.02	1.99	1.96	1.93	1.91
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05	2.01	1.98	1.95	1.92	1.90
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05	2.01	1.97	1.94	1.92	1.89



df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04	2.00	1.97	1.94	1.91	1.89
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04	2.00	1.96	1.93	1.91	1.88
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03	1.99	1.96	1.93	1.90	1.88
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03	1.99	1.96	1.93	1.90	1.88
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03	1.99	1.95	1.92	1.89	1.87
51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02	1.98	1.95	1.92	1.89	1.87
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02	1.98	1.94	1.91	1.89	1.86
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01	1.97	1.94	1.91	1.88	1.86
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01	1.97	1.93	1.90	1.88	1.85
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00	1.96	1.93	1.90	1.87	1.85
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00	1.96	1.92	1.89	1.87	1.84
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00	1.96	1.92	1.89	1.86	1.84
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99	1.95	1.92	1.89	1.86	1.84
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99	1.95	1.91	1.88	1.86	1.83
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99	1.95	1.91	1.88	1.85	1.83
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98	1.94	1.91	1.88	1.85	1.83
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.85	1.82
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98	1.94	1.90	1.87	1.84	1.82
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98	1.93	1.90	1.87	1.84	1.82
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97	1.93	1.90	1.87	1.84	1.82
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97	1.93	1.90	1.86	1.84	1.81
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97	1.93	1.89	1.86	1.84	1.81
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97	1.93	1.89	1.86	1.83	1.81
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96	1.92	1.89	1.86	1.83	1.81
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96	1.92	1.89	1.85	1.83	1.80
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.83	1.80
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96	1.92	1.88	1.85	1.82	1.80
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96	1.92	1.88	1.85	1.82	1.80
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.80
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95	1.91	1.88	1.85	1.82	1.79
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95	1.91	1.88	1.84	1.82	1.79
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.82	1.79
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95	1.91	1.87	1.84	1.81	1.79
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.91	1.87	1.84	1.81	1.79
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95	1.90	1.87	1.84	1.81	1.79
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.79
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94	1.90	1.87	1.84	1.81	1.78
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.87	1.83	1.81	1.78
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94	1.90	1.86	1.83	1.81	1.78
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94	1.90	1.86	1.83	1.80	1.78

df untuk penyeb ut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

**TABEL R**

Tabel R Product  
Moment

Pada Sig.0,05 (Two  
Tail)

N	r	N	r	N	r	N	R	N	r	N	r
1	0.997	41	0.301	81	0.216	121	0.177	161	0.154	201	0.138
2	0.95	42	0.297	82	0.215	122	0.176	162	0.153	202	0.137
3	0.878	43	0.294	83	0.213	123	0.176	163	0.153	203	0.137
4	0.811	44	0.291	84	0.212	124	0.175	164	0.152	204	0.137
5	0.754	45	0.288	85	0.211	125	0.174	165	0.152	205	0.136
6	0.707	46	0.285	86	0.21	126	0.174	166	0.151	206	0.136
7	0.666	47	0.282	87	0.208	127	0.173	167	0.151	207	0.136
8	0.632	48	0.279	88	0.207	128	0.172	168	0.151	208	0.135
9	0.602	49	0.276	89	0.206	129	0.172	169	0.15	209	0.135
10	0.576	50	0.273	90	0.205	130	0.171	170	0.15	210	0.135
11	0.553	51	0.271	91	0.204	131	0.17	171	0.149	211	0.134
12	0.532	52	0.268	92	0.203	132	0.17	172	0.149	212	0.134
13	0.514	53	0.266	93	0.202	133	0.169	173	0.148	213	0.134
14	0.497	54	0.263	94	0.201	134	0.168	174	0.148	214	0.134
15	0.482	55	0.261	95	0.2	135	0.168	175	0.148	215	0.133
16	0.468	56	0.259	96	0.199	136	0.167	176	0.147	216	0.133
17	0.456	57	0.256	97	0.198	137	0.167	177	0.147	217	0.133
18	0.444	58	0.254	98	0.197	138	0.166	178	0.146	218	0.132
19	0.433	59	0.252	99	0.196	139	0.165	179	0.146	219	0.132



20	0.423	60	0.25	100	<b>0.195</b>	140	0.165	180	0.146	220	0.132
21	0.413	61	0.248	101	0.194	141	0.164	181	0.145	221	0.131
22	0.404	62	0.246	102	0.193	142	0.164	182	0.145	222	0.131
23	0.396	63	0.244	103	0.192	143	0.163	183	0.144	223	0.131
24	0.388	64	0.242	104	0.191	144	0.163	184	0.144	224	0.131
25	0.381	65	0.24	105	0.19	145	0.162	185	0.144	225	0.13
26	0.374	66	0.239	106	0.189	146	0.161	186	0.143	226	0.13
27	0.367	67	0.237	107	0.188	147	0.161	187	0.143	227	0.13
28	0.361	68	0.235	108	0.187	148	0.16	188	0.142	228	0.129
29	0.355	69	0.234	109	0.187	149	0.16	189	0.142	229	0.129
30	0.349	70	0.232	110	0.186	150	0.159	190	0.142	230	0.129
31	0.344	71	0.23	111	0.185	151	0.159	191	0.141	231	0.129
32	0.339	72	0.229	112	0.184	152	0.158	192	0.141	232	0.128
33	0.334	73	0.227	113	0.183	153	0.158	193	0.141	233	0.128
34	0.329	74	0.226	114	0.182	154	0.157	194	0.14	234	0.128
35	0.325	75	0.224	115	0.182	155	0.157	195	0.14	235	0.127
36	0.32	76	0.223	116	0.181	156	0.156	196	0.139	236	0.127
37	0.316	77	0.221	117	0.18	157	0.156	197	0.139	237	0.127
38	0.312	78	0.22	118	0.179	158	0.155	198	0.139	238	0.127
39	0.308	79	0.219	119	0.179	159	0.155	199	0.138	239	0.126
40	0.304	80	0.217	120	0.178	160	0.154	200	0.138	240	0.126



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(SK Nomor : 77/SK/BAN-PT/Ak-PPJ/PT/IV/2020)

### BERITA ACARA BIMBINGAN SKRIPSI


1. Nama Mahasiswa : KIKI DWI FATMAWATI
2. NIM : 17414498
3. Jurusan : Manajemen S-1
4. Bidang : Pemasaran
5. Alamat : Rt. 03/ Rw. 01, Ds. Karanggupito, Kec. Kendal, Kab. Ngawi
6. Judul Skripsi : Pengaruh Budaya, Gaya Hidup Dan Word Of Mouth Terhadap Keputusan Pembelian Skincare Ms Glow Di Ponorogo
7. Masa Pembimbingan : September 2020 S/D Agustus 2021
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	KETERANGAN	Paraf Pembimbing
25 - 1 - 2021	Revisi proposal - Latar belakang penelitian - Populasi - Definisi operasional & indikator blm lengkap penjelasannya	
15/2 2021	Ace Proposal	
9/3 2021	Revisi hipotesis - Hipotesis yg didasarkan teori bukan dr definisi tp dr hub x ke y nya - Kuesioner blm ada - Rumus uji t & F blm ada (Bab I-III)	
19 - 3 - 2021	Ace Bab 1 - 3	
29 - 3 - 2021	Revisi Latar Belakang - Kuesioner	
29 - 3 - 2021	- Revisi Kuesioner	
5 - 4 - 2021	- Revisi Kuesioner	

Tanggal Disetujui	KETERANGAN	Paraf Pembimbing
11/9/2021	-ACC BAB 1-3	
	-ACC kuesioner	
27-4-2021	Revisi Bab 4,5. Profil ms Glow di Ponorogo bagaimana?	
20-5-2021	ACC Bab 4,5	
5/6 2021	Revisi: - Survei - DP - uraian	
10/6 2021	Revisi Bab 4-5	
15/6 2021	Lengkap seluruh aplikasi dan kelembagaan skripsi	

10. Tanggal Selesai Penulisan Skripsi : 15/6 2021
11. Keterangan Bimbingan Telah Selesai :
12. Telah Di Evaluasi/Di Uji Dengan Nilai : \_\_\_\_\_ (angka)  
 \_\_\_\_\_ (huruf)

Pembimbing,

  
**Dr. HERY WIJAYANTO, S.T.M.M.M.Kom**  
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Ponorogo, 2 November 2020  
 Dekan.

  
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